

EEO Public File Report 07-08

This report covers full-time vacancy recruitment data for the period of October 1, 2007 to September 30, 2008.

- 1) Employment Unit: Southern Broadcast Corporation of Sarasota
1477 Tenth Street
Sarasota, FL 34236
941-552-0777
- 2) Unit Member: WWSB-TV
61251
- 3) EEO Contact: Colleen Marone
- 4) Full Time Vacancies (by Job Title)

Job Title	Recruitment Source of Hire	Total # of Interviewees
1. Creative Services Manager	In House	8
2. Digital Media Account Executive	Referral	5
3. Tv Programming Assistant	ABC on-air Ad	15
4. Digital Media Manager	Monster.com	7
5. Internet Account Executive	Wwsb.com	7
6. Internet Account Executive	Wwsb.com	6

EXHIBIT A: EEO Full-Time Individual Vacancy Recruitment Forms

5) WWSB Recruitment Source Summary: For the period from October 1, 2007 to September 30, 2008, this Employment Unit interviewed 48 interviewees for full time job vacancies.

Recruitment Source Information	Total Number of Interviewees	Did Source Request
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(Organization, Contact , Address, Phone Number)	referred by Source for Vacancy	Notification? (Yes/No)
WWSB Website 1477 Tenth Street Sarasota, FL 34236 941-552-3030 jeffh@mysuncoast.com www.WWSB.com	16	
WWSB Internal Postings Colleen Marone 1477 Tenth Street Sarasota, FL 34236 941-552-3007 cmarone@wwsb.com	1	
Employee Referral 941-552-0777	2	
Media Line Mark Shilstone, Manager P.O. Box 51909 Pacific Grove, CA 93950 1-800-237-8073 mark@medialine.com www.medialine.com	1	
Society of Broadcast Engineers SBE Jobs On-line Scott Jones, Database Manager kjones@sbe.org		
Craig's List On-line Community Classifieds/Job Listings www.craigslist.org	4	
FLIP DOG support@flipdog.com www.1-877-887-flip		
Media Recruiter Art Scott Sales-Recruitment Director	1	

303-400-5150 www.MediaRecruiter.com art@MediaRecruiter.com		
National Association of Hispanic Journalists 1000 National Press Building Washington, DC 20045 202-662-7145 jobbank@nahj.org		
B Roll Online 227 6th St. NE, Washington, DC 20002 Kevin Johnson (757) 535-4459		
Internal Promotion		
Society of Broadcast Engineers SBE Jobs On-line Scott Jones, Database Manager kjones@sbe.org		
Production Hub 1809 E. Winter Park Rd. Orlando, FL 32803 Toll Free: 877.629.4122		
TVSpy/Vault Don Fitzpatrick & Assoc. 150 West 22nd St 5th Floor New York, NY 10011 www.TVSPY.com		
NPPA 3200 Croasdaile Dr Ste #306 Durham NC 27705 Eric Waters 919/383-7246		
RTNDA 1600 K Street NW, Suite 700 Washington, DC 20006		

202.659.6510		
Media Week 740 Rushing Street, Chicago Randy Larsen 646-654-5308		
Broadcasting & Cable Julie Cronin Account Executive DM2 (800) 323-4958 ext. 8348 jcronin@dm2lists.com		
Florida Association of Broadcasters, Inc. 201 South Monroe Street Suite 201 Tallahassee, FL 32301 (850) 681-6444 (800) 825-5322 toll-free (850) 222-3957 fax info@fab.org		
JOURNALISMNEXT.com www.journalismnext.com Eric Wee (703) 629-0178		
Ohio Centers for Broadcasting 9000 Sweet Valley Dr, Valley View, OH 44125 Gary James 216-447-9117		
Sarasota Herald Tribune 1400 Main Street Sarasota, FL 34236 941-953-5555 Contact:Candice		
National Assoc. Black Journalists 8701 Adelphi Rd, Adelphi MD V. Dodson 301-445-7100		
National Assoc. of Broadcasters		

(website) 1771 North Street, Washington, DC Karen Hunter 202-429-5496		
Connecticut School of Broadcasting 1 Cherry Hill, Suite 203, Cherry Hill, NJ 08002 Tom DeFranco 856-755-1200		
Yahoo-HotJobs 866-753-3200	2	
Asian American Journalist Association 1182 Market St, Ste 320 Career Placement San Francisco, CA 94102 858-616-8525		
Monster.com <u>Sarasota@monster.com</u> 866-874-7088	1	
American Women in TV 8405 Greensboro Drive, Ste 800 McLean, VA 22102 Career Placement 703-506-3290		
Florida A&M University Dept of Journalism Tucker Hall Tallahassee, FL 32307 850-599-3000		
Central Florida Association of Black Journalists PO Box 745 Orlando, FL 32801 Anzio Williams 407-251-3919		
Florida State University 600 W College Ave Tallahassee, FL 32306 850-64406431		

WWSB –ON AIR Job Ads 1477 Tenth Street Sarasota, FL Gilda Dennis	14,	
Unknown Source / Walk-In	3	
Career Builders 200 N LaSalle, Ste 1100 Chicago, ILL 60601 773-527-3600	1	
INDEED.com 470 West Ave Ste 2002 Stanford, CT 06902	2	

III. RECRUITMENT INITIATIVES- **Supplemental Recruitment Measures.** List and briefly describe the Supplemental Recruitment Measures undertaken during the proceeding twelve (12) months for the following four (4) recruitment activities.

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Participate in Job Fairs by station personnel who have substantial responsibility in hiring.	On Wednesday, October 17, 2007, Mike Plummer attended the FAMU School of Journalism and Graphic Communication Career Fair, representing television stations WTXL-TV Tallahassee, FL, WWSB Sarasota, FL. The event took place from 10 am to 5 pm in the Grand Ballroom of the FAMU Student Union. He interviewed approximately 20 FAMU SJCG students and discussed possible employment opportunities with the 3 television stations mentioned above. Mike accepted resume's from the students and discussed their particular interests in the television

		industry.
4	Participate in Career Days to disseminate information about employment opportunities in television broadcasting.	<p>In cooperation with the Sarasota and Manatee School Districts, WWSB participates in a number of Career days throughout the year to discuss career fields, new technologies in the media and the skills required. Answered questions from students.</p> <ul style="list-style-type: none"> <input type="checkbox"/> March 27, 2008- Braden River High School Career Day <input type="checkbox"/> April 25, 2008- Pine View Career Day Expo <input type="checkbox"/> May 9, 2008 Laurel-Nokomis School Career Day <input type="checkbox"/> May 13, 2008 Fruitville Elementary Career Day <input type="checkbox"/> May 23, 2008 -Phillippi Shores Elementary Career Day
5	Internship Program	<p>WWSB has developed internship programs throughout the year to develop talent and interest in the industry while providing students with practical work experience. Interns observe and participate in story development and newscast production in many ways, such as gathering facts for assigned stories, recording audio and video and editing material, developing preliminary rundowns, as well as attending content meetings with newsroom personnel.</p>
8	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	<p>At WWSB we have designed programs to mentor staff members to seek and attain the skills necessary for higher positions, some examples of success stories are:</p> <ul style="list-style-type: none"> • Account Executive becoming Assistant General Sales Manager in another market • Promotion Producer moving on to become Promotion Manager • Business Manager becoming

	<p>Station Manager</p> <ul style="list-style-type: none"> • General Sales Manager to General Manager • Production Manager to Director of Operations • Assignment Manager to News Director • Executive Assistant to Director of Programming • News Producer to Assignment Manager • General Manager to President & COO • Reporters to Anchors • Photojournalists to Reporters • Local Sales Manager to General Sales Manager <p><u>Production/Operations:</u></p> <p>Any and all personnel within the Production and Operation departments are cross-trained in each other's positions throughout the department.</p> <p>There are varying degrees of effectiveness; but each person within the department is provided the opportunity to train on the core skills needed to perform each other's jobs. This allows us to look within the department and identify early on those individuals that qualify for advancement (as positions become available) and those that may fit for promotion within our own department as well as other departments within the station (and/or station group). This cross-training also helps with the covering of shifts due to vacation, illness, family emergencies, etc. It also provides a strong motivation and efficiencies within the department, as each individual has a well rounded skill base and working knowledge of each other's function within</p>
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the department.

Production/Operations:

Senior level personnel (*Directors, Production Editors, Production Coordinators, Media Controllers*) within the Operations and Production departments are required to have extensive knowledge and practice for **every** functional position below them (*Production Assistants*) within the Department. They are also required to train those individuals below them and new hires as well as continue to train them as new equipment and procedures are adopted.

This results in a comprehensive training schedule (as people train for their primary function) to allow them to sample the other positions. Then the cross-training schedule is implemented. These cross-training measures are "refreshed" on a regular basis, by shifting schedules to maintain hands-on experience.

As future opportunities arise; those individuals within the Production and Operations Department - already have the proper skills, working knowledge and functional practice to qualify for potential advancement in most situations.

News Department

Each member of the news team is enabled to cross-train on various areas of the newsroom including, photography, editing, producing, reporting, anchoring and working on the assignment desk. Each employee is trained by the employee in the current position and then is allowed to

		<p>work in that position during opportunities of that position being vacated. Each employee then is coached and evaluated on their performance in that position and then is considered, should they apply, for that position, should the position become vacated due to resignation or termination.</p> <p><u>Sales</u></p> <p>The Sales Department has and does training on a regular basis. Borrell, Dale Carnegie, Wide Orbit, Marketron, and Scarbrough to name a few. We also assign projects to different AEs to run or help administrate, like Lenore Nepveu being our contact to World Now for our Doctors initiative. Through these efforts all of the AEs are subjected to leadership responsibilities. This regular exercise, I believe, maintains the constant effort of training these people to assume managerial duties at any given time.</p>
16	WWSB airs a second EEO outreach statement daily.	<p>The following second EEO outreach statement runs on WWSB's air daily: WWSB, ABC 7 is an equal opportunity employer, we are dedicated to providing broad outreach regarding job vacancies at the station. We seek the help of local organizations in referring qualified applicants to our station. Organizations that wish to receive our vacancy information should contact Human Resources at WWSB by calling 941-552-3007.</p>
16	An EEO outreach statement is posted on WWSB's website.	<p>The following statement is posted on WWSB's website (www.wwsb.com): WWSB, an equal opportunity employer, is dedicated to providing broad</p>

		outreach regarding job vacancies at the station. We seek the help of local organizations in referring qualified applicants to our station. Organizations that wish to receive our vacancy information should contact Human Resources at WWSB by calling 941-552-3007.

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EXHIBIT A: